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United States Department of the Interior  
National Park Service



# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name Milwaukee Paper Box Company

other names/site number N/A

### 2. Location

street & number 1560 West Pierce Street  N/A not for publication

city or town Milwaukee  N/A vicinity

state Wisconsin code WI county Milwaukee code 079 zip code 53204

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national  statewide  local

*Jim Daeger* Signature of certifying official/Title Date 9/30/13  
State Historic Preservation Officer - Wisconsin  
State or Federal agency/bureau or Tribal Government

In my opinion, the property  meets  does not meet the National Register criteria.

Signature of commenting official Date  
Title State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain) \_\_\_\_\_

*Jon Edson H. Beall* Signature of the Keeper Date of Action 12-18-13

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

**Category of Property**  
(Check only one box.)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION/

manufacturing facility

**Current Functions**  
(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION/

industrial storage

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

Commercial Style

**Materials**  
(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

roof: ASPHALT

other: LIMESTONE

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

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**Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

**Summary Paragraph**

See continuation sheet.

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**Narrative Description**

See continuation sheet.

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

INDUSTRY

**Period of Significance**

1920-1938

**Significant Dates**

1920

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

SCHNETZKY AND SON

**Period of Significance (justification)**

1920-1938

This period represents the timeframe the Milwaukee Paper Box Company was associated with the property.

**Criteria Considerations (explanation, if necessary)**

N/A

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

\_\_\_\_\_  
Name of Property

**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance and applicable criteria.)

See continuation sheet.

\_\_\_\_\_  
**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

See continuation sheet.

\_\_\_\_\_  
**Developmental history/additional historic context information** (if appropriate)

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

See continuation sheet.

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Milwaukee Central Public Library

Historic Resources Survey Number (if assigned):

**10. Geographical Data**

**Acreage of Property** Less than one acre  
(Do not include previously listed resource acreage.)

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u>16</u>	<u>424014</u>	<u>4763959</u>	3	<u>          </u>	<u>          </u>	<u>          </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>          </u>	<u>          </u>	<u>          </u>	4	<u>          </u>	<u>          </u>	<u>          </u>
	Zone	Easting	Northing		Zone	Easting	Northing

**Verbal Boundary Description** (Describe the boundaries of the property.)

That part of the Northeast One-quarter (1/4) of Section Thirty-one (31), Township Seven (7) North, Range Twenty-two (22) East, in the City of Milwaukee, Milwaukee County, Wisconsin, bounded and described as follows: Commencing at the point of intersection of the North line of West Pierce Street with the Easterly line of South Muskego Avenue and running thence Easterly along said North line of West Pierce Street, 250.00 feet to a point; thence Northerly and parallel with said Easterly line of South Muskego Avenue, 143.80 feet to a point in a line 200 feet from and parallel to the South line of West Bruce Street and being the South line of the Chicago, Milwaukee, Saint Paul and Pacific Railroad Company's right-of-way; thence Westerly on a line 200 feet from and parallel to the South line of West Bruce Street and being said right-of-way line, 249.98 feet to a point in the Easterly line of South Muskego Avenue; thence Southerly along said Easterly line of South Muskego Avenue, 145.09 feet to the point of commencement.

**Boundary Justification** (Explain why the boundaries were selected.)

These boundaries encompass the legal parcel occupied by the Milwaukee Paper Box Company during its period of significance.

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

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### 11. Form Prepared By

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name/title Jessica Berglin, Penny Petersen, and Charlene Roise

organization Hess, Roise and Company

date May 2013

street & number 100 North First Street

telephone (612) 338-1987

city or town Minneapolis

state MN

zip code 55401

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### Additional Documentation

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Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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### Photographs:

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Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

See continuation sheet.

Milwaukee Paper Box Company

Milwaukee County,  
Wisconsin  
County and State

Name of Property

**Property Owner:**

(Complete this item at the request of the SHPO or FPO.)

name

street & number

telephone

city or town

state

zip code

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



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## National Register of Historic Places Continuation Sheet

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### Milwaukee Paper Box Company

Name of Property

Milwaukee County, Wisconsin

County and State

N/A

Name of multiple listing (if applicable)

### DESCRIPTION

#### Summary Paragraph

The Milwaukee Paper Box Company property is located southwest of downtown Milwaukee on the southern bluff of the Menomonee River Valley. Built in 1920, the building at 1560 West Pierce Street held offices and manufacturing facilities for the paper box company until 1938. The building is currently used as a storage warehouse. The south and west facades of the building abut public sidewalks. A two-story brick building and parking lot is north of the property, on the other side of a retaining wall. A historic one-story garage extension is attached to the southeast corner of the building, and a parking lot fills the property east of the building.

#### NARRATIVE DESCRIPTION

Constructed into the slope of the southern hillside of the Menomonee River Valley—the industrial core of the city—the Milwaukee Paper Box Company building is a reinforced-concrete Commercial Style manufacturing facility clad in brown brick. It rises five stories above a partially at-grade basement. The property occupies a city lot measuring 200' x 144' at the corner of West Pierce Street and Muskego Avenue, a diagonal street that descends into the industrial lowlands to the north. The Sixteenth Street viaduct, a major traffic artery that bridges the valley, edges Muskego Avenue. A two-story brick Commercial Style facility is located directly north of the building at the base of the Muskego Avenue hill. Its shipping dock abuts the Milwaukee Paper Box Company building and is situated on top of a former railroad spur track. A parking lot is directly east of the building and was part of the original site plan; it is edged by a brick wall with limestone coping. A one-story, four-bay, brick garage—also original to the complex—is attached to the southeast corner of the building along West Pierce Street. Beyond the affiliated parking lot are several brick manufacturing buildings ranging from one to four stories. Several appear to be contemporary with the Milwaukee Paper Box Company and underscore the industrial character of West Pierce Street, which some consider the southern border of the Menomonee Valley.

The paper box factory also held administrative offices and an art studio for the company, which owned the building until 1938. After that, the building was used for automobile storage before becoming headquarters to the Oil Gear Company in 1948 and later Economy Bushing. It is currently used as a storage warehouse.

The building has an irregular footprint, with a five-story ell extending from the northeast corner and an attached garage in the southeast corner. The first floor is raised above grade.

#### South and West Walls

The south and west walls are the primary facades and are similar in design. They feature the majority of the exterior's ornamentation and employ brown face brick. The south facade fronts West Pierce Street and is divided into six bays by brick pilasters with limestone capitals, which protrude slightly from the wall plane. A non-historic brick elevator shaft rises along the southeast corner of the south facade.

The west facade—which fronts Muskego Avenue—is divided into seven bays by brick pilasters with limestone capitals. A limestone-veneered basement wall is visible as Muskego Avenue descends into the valley below. Three historic window openings on the west basement wall are filled with red brick,

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**Milwaukee Paper Box Company**

Name of Property

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**N/A**

Name of multiple listing (if applicable)

wood panels, and mechanical equipment, but they retain limestone sills. A non-historic steel overhead door is in the northernmost bay of the basement wall.

On the south and west facades, the first story is lined with a horizontal limestone sill course and decorative limestone cartouches in the northwest, southwest, and southeast corners. The third bay from the west wall on the south facade holds small brick pilasters with limestone capitals. A non-historic aluminum-and-glass door is located in the fifth bay of the south facade. It is recessed in a decorative limestone surround that dates from outside the building's period of significance.

Historic windows on the fourth story of the south and west facades give evidence of the original fenestration pattern that provided ample daylight to the factory floors. In each opening, three steel, pivoting-sash windows form a continuous band, which sits atop a limestone sill. Original openings with historic limestone sills remain discernible on the other floors despite receiving alterations. On the first and second stories, each bay holds a centered square hopper window surrounded by glass block, which is flanked by red brick. On the third story, the typical three-unit fenestration pattern is visible in three bays of the west wall. The remaining openings on this level feature a centered square hopper window surrounded by concrete block. Several openings hold air conditioner or mechanical units. The original fenestration pattern described above is present on the fourth story. Original openings on the fifth story hold four fixed, single-light windows separated by red brick. Each individual window is topped by a limestone lintel; each opening, however, retains an original brick, soldier-course lintel that spans the four windows.

Parapets with decorative limestone detailing are located in the northwest, southwest, and southeast corners of the building. Tiles bearing the Milwaukee Paper Box Company's "Brain Built Boxes" logo are centered in each. Limestone coping stones line the parapet walls along the south and west facades.

North Wall

The north wall is considerably less ornamented and lacks the limestone detailing that is characteristic of the street-facing facades. Tan, variegated common brick is employed on this wall, which is divided into seven bays by the building's reinforced-concrete structural frame.

Historic steel, pivoting-sash windows following the typical three-unit configuration remain on the second, third, and fourth stories of the north wall. Several historic windows on the other levels have been removed and replaced with glass block, masonry, or non-historic windows, but the original openings remain discernible and retain historic limestone sills.

On all levels of the north wall, the third bay follows a different fenestration pattern. In this bay, there are two single openings—one large and one small—rather than three windows banded together. The larger of the openings historically held a steel, pivoting-sash window, but only the one on the fourth story remains. Openings on the remaining levels have been filled with red brick, glass block, concrete block, mechanical equipment, or a non-historic window, but all of them retain their original proportions and historic limestone sills. In the smaller of the openings, historic steel-sash windows remain on the first through fifth stories. These historic windows align with a similar window in a historic elevator penthouse.

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### Milwaukee Paper Box Company

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An original steel fire escape extends from the ground to the fifth story in the seventh bay from the west wall. Historic steel doors remain on the first story, but doors on the other levels have been removed or covered by wood panels.

### East Wall

The east wall is divided into seven bays by the building's reinforced-concrete structural frame. The building's irregular footprint divides the east wall into two sections: the southern four bays, and the protruding ell in bays five through seven. Bays one through four differ greatly from the rest of the factory because this area of the building historically functioned differently. Great window expanses were necessary to flood the factory floors with daylight on the south, west, and north walls—as well as those in the ell. This portion of the building, however, holds a stairwell, a stack of restrooms, a fire escape, and a freight elevator shaft, thus lessening the necessity of abundant light. The regularity of the wall is further interrupted by the offset placement of historic steel, pivoting-sash windows in the first bay.

Because of this disparity, the following description first discusses the southern four bays and then continues with a description of the protruding ell in bays five through seven. The garage is discussed in a subsequent section, although it is attached to the east wall.

A non-historic elevator shaft extends from the first story to the roof in the first bay. Adjacent to the shaft are historic steel, pivoting-sash windows that are offset from the rest of the windows.

In the second bay, two single window openings are located on the first through fifth stories. Historic steel, pivoting-sash windows are on the first, second, and fourth floors; the remainder of the windows have been removed and replaced with non-historic materials and mechanical equipment. Despite the removal of historic windows, original limestone sills remain.

A non-historic concrete loading dock is located on the first story of the third and fourth bays. The platform is covered by a metal roof that is supported by two steel posts. A rolling steel overhead door is located in the corner of the dock, which historically accessed the freight elevator. Non-historic wood, double-doors are adjacent to the overhead door.

A historic steel fire escape extends from the first story to the fifth story in the third bay. Two historic, steel, pivoting-sash windows are flanked by historic steel fire doors at each landing above the first story. On the first story, the third bay holds four historic, steel, pivoting-sash windows.

A historic freight elevator shaft is located in the fourth bay, which holds two historic window openings on each of the upper stories. These openings retain historic steel, pivoting-sash windows. Non-historic mechanical equipment is located on the second and third stories, supported by non-historic steel platforms. A non-historic steel landing on the fifth story connects to the fire escape in the adjacent bay. A historic freight elevator penthouse rises above the roofline. It holds one historic steel-sash window.

On the first story of the three-bayed ell in the northeast corner, a loading dock is divided into three sections: a non-historic concrete dock flanked by non-historic floating metal docks. Each section has a different door pattern. The leftmost section holds a metal door and a historic, rolling, steel, overhead door, which is topped by historic steel-sash transom windows. In the center section, a non-historic,

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**N/A**

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steel, overhead door is surrounded by non-historic metal siding. The remaining section retains two historic door openings, although they have been filled with concrete block. There are some historic, steel-sash, transom windows above the concrete-block-filled openings. A metal door was also installed in this section. A historic metal awning covers the loading dock, although it is deteriorated.

Window openings in the upper stories of the ell follow the typical three-unit configuration and several historic steel pivoting-sash windows are present on the second, third, and fourth floors. Some openings have been filled with non-historic material and mechanical equipment, but all—with the exception of one—retain original limestone sills; one window opening on the third floor was expanded to the floor, eliminating part of the sill.

Roof

The building has a flat roof covered in rolled asphalt. Historic brick elevator penthouses are located on the north and east walls; a historic, brick chimney is adjacent to the penthouse on the north wall. Non-historic brick penthouses are located in the center of the roof as well as in the southeast corner.

Garage

An attached brick garage is attached to the southeast corner of the building. Four non-historic, wood, paneled, overhead doors line the north wall of the one-story garage. One historic, steel-sash window is on the east wall. The south wall is divided into four recessed bays, which are marked by brick piers and lined with two horizontal limestone courses. Three historic, steel-sash windows remain, but the bay closest to the building was slightly altered when the non-historic elevator shaft was installed.

Interior

Overall, the interior of the building retains its characteristics as a reinforced-concrete manufacturing facility with regularly spaced columns supporting wide spans of open floor plates. Historic columns feature mushroom capitals with modest decorative banding. Historic engaged, square columns line the perimeter walls.

The first floor historically held offices for the Milwaukee Paper Box Company, but the interior partitions were removed when the building was converted to a storage warehouse. The basement and upper levels had open floors to accommodate large machinery; these are retained in the basement, third, and fourth floors. Half of the second floor and the entire fifth floor have received office alterations, although these modifications are reversible and the regular rhythm of columns remains visible.

A historic concrete stairwell with painted plaster walls runs from the basement to the fifth floor near the southeast corner of the building. The railing on its inside run is plaster-covered concrete and wood, while a wood rail is attached to the outside run. The landing at each floor holds double doors. Historic metal doors are present on the fourth floor, but all of the other floors have non-historic wood doors. Historic steel, pivoting-sash windows are located at intermediary landings.

A historic freight elevator shaft on the east wall extends from the basement to the fifth floor. At each floor, historic metal doors are painted. A historic passenger elevator on the north wall runs from the basement to the fifth floor. Its metal doors are painted at each floor.

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**N/A**

Name of multiple listing (if applicable)

According to the original drawings, workers' facilities were placed along the east wall on the first through fifth floors. Men's and women's restrooms were flanked by a separate "men's room" and "girls' room" (likely locker rooms) between the freight elevator and the stairwell. Furthermore, a men's recreation room occupied the ell in the northeast corner of the second floor and a similar women's recreation room was located in the ell on the third floor. The original drawings indicate that the ell space in the basement was used for coal storage and a boiler room. On the first floor, the space held a shipping room. Lastly, on the fourth and fifth levels, the ell was open to the rest of the floor. The regularity of these spaces along the east wall remains on each floor, although some of the locker and recreation rooms have been converted into offices or mechanical rooms.

A vestibule in the southeast corner holds six terrazzo-clad steps that lead to the raised first floor. Two wood-and-glass doors with metal kick plates open to a non-historic elevator lobby. The vestibule and elevator lobby have terrazzo flooring and painted plaster walls. A non-historic corridor leads from the elevator lobby to a historic concrete stairwell.

The basement has an open floor plate with painted concrete columns and engaged, square columns along the perimeter walls. It is used for automobile storage. The northeast corner holds a former coal storage room and a historic boiler room. A historic steel, overhead door is located near the center of the north wall. Next to it is a historic steel door. Both of these access a historic, cantilevered, concrete railroad platform. Original window openings along the north wall have been filled with brick, concrete block, and mechanical vents. A non-historic, steel, overhead door and a non-historic metal door are located in the northwest corner of the basement. Non-historic pipes, ductwork, and light fixtures are attached to the concrete ceiling.

The first floor has an open floor plate lined with historic concrete columns and engaged, square columns along the perimeter walls. The columns are painted and some are sheathed in square surrounds. Original window openings are filled with concrete and glass blocks. Concrete slabs form the floors and ceiling, which has been painted and shows evidence of deterioration. Non-historic pipes, ductwork, and light fixtures are affixed to the ceiling. A non-historic office is located along the north wall. It has a dropped ceiling, which has collapsed, and wood-and-glass doors. A loading area is located in the northeast corner, which was historically used for this purpose. A series of four historic doors is located at the center of the east wall. Two metal doors are flanked by wood-and-glass doors that lead to the restrooms, which are in their historic locations. This configuration is typical for each floor. The east wall also holds a historic, metal, freight elevator door.

Non-historic offices fill the southern portion of the second floor. Gypsum-board walls engage many of the columns, some of which have been covered with carpet; non-covered columns are painted. Walls are painted gypsum board and ceilings are dropped acoustic panels with fluorescent lights. In the lobby, half-walls with glass dividers form open workspaces. Individual offices have wood-and-glass doors with wood surrounds. Concrete floors throughout the office have been carpeted. Historic engaged square columns line the perimeter walls, where original window openings are filled with concrete and glass blocks.

The northern portion of the second floor is used as warehouse storage. A frame, stud wall covered in chain-link fencing forms a corridor along the east wall, where the historic freight elevator and restrooms are located. Concrete columns—as well as the ceiling—are painted. Non-historic pipes, ductwork, and

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N/A

Name of multiple listing (if applicable)

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light fixtures are attached to the ceiling. A separate storage room in the northeast corner, which was historically used as the men's recreation room, is separated from the rest of the open floor by non-historic gypsum-board walls. Historic engaged columns line the perimeter walls of both the open warehouse space and the enclosed space in the northeast corner. Several historic, steel, pivoting-sash windows remain in the northeast corner.

The third floor is used for storage. It retains its open floor plate and is lined with regularly spaced concrete columns and engaged, square columns at the perimeter walls. Many of the window openings are filled with concrete blocks and a single, fixed window. The floor is a concrete slab. Non-historic pipes, ductwork, and light fixtures hang from the concrete ceiling, which is painted.

An open space in the northeast corner, historically used as the women's recreation room, is partially divided by non-historic brick walls. Many historic, steel, pivoting-sash windows remain in this part of the floor.

A series of four historic doors is located at the center of the east wall. Two painted metal doors are flanked by wood-and-glass doors that lead to the restrooms, which are in their historic locations. The east wall also holds a historic metal freight elevator door, which is painted.

Non-historic gypsum-board walls form two rooms along the center part of the west wall. These interior walls are punctuated by bands of fixed windows with wood surrounds and wood doors.

The fourth floor, which retains original, steel, pivoting-sash windows, is the most historically intact floor. It is not subdivided, although parts of the floor are used for storage. Concrete columns line the open floor plate and engaged square columns line the perimeter walls, where historic radiators are located underneath the windows. Open space in the northeast corner is not partitioned as it is on several floors.

A series of four historic doors is located at the center of the east wall. Two painted metal doors are flanked by wood-and-glass doors that lead to the restrooms. Adjacent to these doors is a historic metal freight elevator door, which is painted.

Over time, the fifth floor was remodeled into offices. Painted gypsum-board walls form individual offices around the perimeter walls. These feature fixed, ribbon windows and wood-and-glass doors. Gypsum-board half-walls with glass partitions create cubicles on the interior of the floor. Concrete columns are sheathed in gypsum board up to the capital, an indication that the space formerly had a dropped ceiling that has since been removed. Non-historic pipes, ductwork, and light fixtures are attached to the exposed concrete ceiling. Floors are concrete. A vault was constructed in the center of the floor using concrete block covered in gypsum board. It has metal doors on three sides.

The northeast corner of the fifth floor is divided into three large rooms by movable metal walls and painted gypsum-board walls. These rooms have dropped ceilings and wood-and-glass doors.

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**N/A**

Name of multiple listing (if applicable)

### Discussion of Integrity

The Milwaukee Paper Box Company building received alterations as new tenants occupied the space throughout the mid- and late twentieth century, but these alterations are reversible, for the most part, and the building retains very good integrity of design, materials, and workmanship as a reinforced-concrete Commercial Style manufacturing facility from the early twentieth century. Rows of concrete columns with mushroom capitals line open, concrete-slab floor plates, and an original room and circulation configuration remains largely intact along the east wall of each floor. Original steel, pivoting-sash windows survive on several floors, and window openings retain their original configuration and limestone sills. Decorative limestone details line the south and west facades. Lastly, parapets in the northwest, southwest, and southeast corners retain tiles bearing the Milwaukee Paper Box Company's trademark "Brain Built Boxes" logo.

Situated on the edge of the Menomonee Valley and neighbored by several manufacturing complexes, the building maintains integrity of location, setting, feeling, and association.

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### Milwaukee Paper Box Company

Name of Property

**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

### STATEMENT OF SIGNIFICANCE

#### Summary Paragraph

The Milwaukee Paper Box Company, located at 1560 West Pierce Street, has local significance under Criterion A in the category of Industry with a period of significance beginning in 1920 and ending in 1938. In the early twentieth century, there was a growing need for boxes as consumers increasingly purchased packaged goods at retailers. Walter C. Carlson founded the Milwaukee Paper Box Company in 1905 and quickly aligned his company with Milwaukee's growing confectionery industry, which was ranked fourth in the nation by 1920. An innovative business leader, Carlson recognized that attractive packaging helped sell fine candies and he employed a team of artists to design decorative labels that adorned his company's signature boxes, which were shipped as far as Europe and China. These elegant labels distinguished the company from the many paper box manufacturers operating in Milwaukee during this period that produced less unique boxes. Encouraged by a candy boom following World War I, Carlson built this property in 1920. Designed by local architects Schnetzky and Son, the building represents the final and largest facility occupied by the Milwaukee Paper Box Company. When it opened, the factory was hailed as "the most complete paper box plant in the world," but even that acclaim could not steady a dwindling confectionery industry, which experienced a rapid decline during the 1920s and 1930s. The Milwaukee Paper Box Company owned the building until 1938, at which point it became used for automobile storage under new owners.

### NARRATIVE STATEMENT OF SIGNIFICANCE

#### Industrial Milwaukee

The Milwaukee Paper Box Company is situated on the fringe of an industrial area known as the Menomonee River Valley. Once a frontier trading post, Milwaukee emerged as a manufacturing powerhouse in the second half of the nineteenth century. Its lakefront location and natural harbor made it a bustling port for water commerce, and railroads connected the city overland to distant markets. When Milwaukee was incorporated in 1846, its commercial enterprises—especially mills—were primarily located along the Milwaukee River. By the late 1850s, however, the Menomonee River Valley (Menomonee Valley or the Valley) was growing as the city's industrial center.

The flat, swampy basin of the Menomonee River extends west and southwest from the confluence of the Menomonee and Milwaukee rivers. The Valley was once a marshland covered with wild rice fields and bordered by steep bluffs. Early land speculators, however, saw the area's potential for profit and started filling the wetlands with soil from the adjacent hillsides and draining the marshes.

Railroads were among the earliest industries to locate in the Valley. The Milwaukee and Mississippi Railway ran along West Saint Paul Avenue to the confluence of the Milwaukee and Menomonee Rivers on the northern edge of the Valley; it was completed as far as Waukesha in 1851. Transportation infrastructure was expanded after the Menomonee Valley Improvements Bill recommended constructing canals, bridges, and viaducts to boost commerce. Private canals were constructed in the 1860s, but the major channels created by the new legislation—the North Menomonee Canal, the South Menomonee Canal, and Burnham's Canal—took shape in the 1870s. According to *Built in Milwaukee*,



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“the canals were continually redredged and widened to accommodate the increasing volume of trade and larger sailing vessels” throughout the 1870s and 1880s.<sup>1</sup>

Milling was a major economic driver in Milwaukee, and the railroads and shipyards were crucial in transporting agricultural goods to regional, national, and international markets. By 1865, Milwaukee had grown to be the nation’s milling industry leader, and “a two-way torrent of traffic poured through the city, bringing in insistently-demanded manufactured goods, carrying out wheat for most of America and Europe,” according to *History of Milwaukee County*. Lumber mills, brickyards, foundries, meatpacking and food processing plants, tanneries, and breweries were also important to Milwaukee’s industrialization, but wheat remained the city’s top commodity until it was ousted from its leading position by Minneapolis and Saint Paul in the 1880s.<sup>2</sup>

The milling industry provided a platform for another product that was gaining traction after the invention of the typewriter in Milwaukee in 1868—paper. According to *Papermaking in the United States*, “Great growth [in the Wisconsin paper industry] occurred in the years from 1870 to 1890, with the industry financing its growth almost entirely from local money, and much of that made in the lumbering or flour business.” Paper products—especially newsprint—became major exports for the Wisconsin economy. The state’s paper industry, however, was crippled in the early 1900s after tariffs on Canadian imports were removed. The competition forced companies to engineer new grades of paper and develop new paper products. One of the alternatives that succeeded in Milwaukee was the paper box, a product that modernized commerce as consumer goods became increasingly mass-produced and packaged for distribution as industrialization expanded in the United States.<sup>3</sup>

Like many other enterprises, the paper box industry advanced tremendously in the late nineteenth century. Bostonian Andrew Dennison began manufacturing paper boxes for jewelry and hats in 1839, but Robert Gair revolutionized the field in the 1870s with his development of cutting and creasing presses to create folding boxes. Gair’s foldable boxes were easier to transport and store than their predecessors—“set-up” boxes—because they could lie flat and be folded into shape upon reaching their destination. With the advent of folding boxes, retailers could devote less space to storing cumbersome boxes and more space to their wares. The industry was further bolstered with the development of new machinery, such as automatic gluers, and advances in illustrations and advertising. Combined with the introduction of new mass-produced goods to the market, packaging became a major industry by the twentieth century.<sup>4</sup>

<sup>1</sup> Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1983), 191–192.

<sup>2</sup> *Ibid.*, 193; Milwaukee Writers’ Project, *History of Milwaukee County* (Milwaukee: Milwaukee Public Library, 1947), 263, 272.

<sup>3</sup> United States Patent Office, Patent Number 79,265, dated June 23, 1868; David C. Smith, *History of Papermaking in the United States, 1691–1969* (New York: Lockwood Publishing, 1970), 240; “Profile: Wisconsin’s Pulp and Paper Industry,” pamphlet published by the Wisconsin Paper Council in 1990, Wisconsin Paper Council clipping file, Milwaukee County Historical Society, Milwaukee. Another reason the paper box industry—rather than paper milling—took hold in Milwaukee was because paper mills continued to move northward (closer to the natural resources in northern Wisconsin) as southern forests became depleted.

<sup>4</sup> Harry J. Bettendorf, *Paperboard and Paperboard Containers: A History* (Chicago: Board Products Publishing, 1946), 41–43, 53–57; Smith, *History of Papermaking in the United States*, 234.

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For many new products, packaging was essential to their distribution. As *Package and Print: The Development of Container and Label Design* relates, “Of those products which tempted the shopper’s purse a hundred years ago and have survived to tempt it now, many could not have succeeded, and could scarcely have existed, without packaging.” Fine wares were once a luxury afforded only by the wealthy, but a prosperous middle class grew alongside industry in the late nineteenth century, ushering new consumers to the market. In Milwaukee, the manufacture of commercial goods rose alongside the growth of the paper box industry. The production of soaps, candles, confections and candies, hosiery, clothing, and shoes saw annual volumes of \$1,000,000 or more at the turn of the century.<sup>5</sup>

### Carlson’s Candy Boxes

This formidable economic climate encouraged eager tradesmen like Walter C. Carlson to start their own operations in Milwaukee. Born in 1875, Carlson saw firsthand the rise of the container industry in southern Wisconsin at the turn of the century. As a young man, he worked his way up the ranks at a cabinetmaking firm before joining the Vanfalkenberg Paper Box Company in Racine, where he became a superintendent. Shortly thereafter, he became a foreman at the box plant of the Black Cat Hosiery Company in Kenosha. He returned to cabinetmaking in Racine for a short while before moving to Milwaukee to become a foreman at the A. George Schulz Paper Box Company. He worked there for ten years before starting a new venture in 1905—the Milwaukee Paper Box Company.<sup>6</sup>

The Milwaukee Paper Box Company had humble beginnings in a rented “little frame shop,” outfitted with “a few machines” at 185 Milwaukee Street. Early on, the company employed fifty workers and catered primarily to a local clientele. In 1909, the growing company relocated to a larger facility at 400 Florida Street, which could house four hundred workers. When the company incorporated, it had only three local competitors, but the field—as well as Carlson’s company—was expanding. By 1918, there were fourteen paper box manufacturers in town.<sup>7</sup>

Carlson distinguished the Milwaukee Paper Box Company, however, by specializing in confectionery boxes. It seems he aligned his company with the candy industry after it was relocated to a larger factory at 400 Florida Street in 1909. There, the firm became neighbors with the George Ziegler Company, a prominent confectioner, which was located nearby at 362–374 Florida Street. The following year, the Milwaukee Paper Box Company was the sole operation listed in city directories under the “confectioners’ boxes” heading, a category which debuted that same year. Carlson’s

<sup>5</sup> Alec Davis, *Package and Print: The Development of Container and Label Design* (New York: Clarkson N. Potter, 1968), 30; Milwaukee Writers’ Project, *History of Milwaukee County*, 272–273.

<sup>6</sup> William George Bruce, ed., *History of Milwaukee City and County* (Chicago: S. J. Clarke Publishing, 1922), 3:460–463.

<sup>7</sup> *Wright’s Directory of Milwaukee for 1906* (Milwaukee: Alfred G. Wright, 1906), 1498; *Wright’s Directory of Milwaukee for 1909* (Milwaukee: Wright Directory Company, 1909), 1694, 1709; *Wright’s Directory of Milwaukee for 1910* (Milwaukee: Wright Directory Company, 1910), 1731, 1748; *Wright’s Directory of Milwaukee for 1918* (Milwaukee: Wright Directory Company, 1918), 1859; “Little Journeys to the Homes of Wisconsin Industries,” *Milwaukee Journal*, September 12, 1920. The number of paper box manufacturers listed in the 1918 directory seems to be somewhat of an anomaly. For the remaining years of the decade, the number of firms remained around six or seven, with Milwaukee Paper Box, Hummel and Downing, Kieckhefer Box Company, Molitor Box Company, and A. George Schulz being among the most consistently listed.

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company remained the only one under this designation until the specialty disappeared from city directories in 1933.<sup>8</sup>

The growth of the confectionery industry in Milwaukee reflected overall advances of the trade in post-Civil War America. According to dessert historian Michael Krondl, "American sugar consumption exploded" in the years between the Civil War and World War I. In the early nineteenth century, the average laborer could not afford bonbons due to the high price of sugar, not to mention other ingredients in sweet treats. Improvements in refining machinery—coupled with increased transportation networks—decreased the cost of sugar, thus making it more obtainable to manufacturers and consumers alike. As Krondl relates, "Cheap, fast rail transport equalized the price of commodities across the United States, whether it was sugar, flour, or even lard. This meant that candy manufacturers were able to set up shop in Chicago even though most sugar was refined in New York. Wheat could be shipped from Ohio and Kansas and milled in Minneapolis before the flour was sent east." The same could be said for Milwaukee, where extensive rail and shipping networks made the city accessible for importing raw materials and exporting packaged confections nationwide. The local *Civics and Commerce* exalted the reach of Milwaukee's confectionery industry, asserting that the city's chocolates were "distributed over a vast territory from the Atlantic to the Pacific coast, and from the Gulf coast to the Canadian border. The millions of dainty packages of Milwaukee-made candies [had] a reputation for quality."<sup>9</sup>

The prosperous confectionery industry also reflected social practices at the turn of the century. Gifting beautifully packaged fine candies grew to be a large part of Victorian-era courtship. "Sweets such as bonbons . . . became part and parcel of the mating ritual: the male of the species present[ed] elaborately wrapped nuggets of flavored fat, sugar, and chocolate to the choosy female," according to Krondl. "There was an intriguing similarity between the elaborately enrobed boxes of candy and the layers of lace, crinoline, and silk that concealed the wooer's presumed prize." For many, ornate, artistically fashioned candy boxes filled with expertly crafted chocolates were accepted with the same affection as jewelry and perfume.<sup>10</sup>

Advertisements emphasizing the importance of a package's appearance line the pages of confectionery trade journals from the early twentieth century. One from the United States Printing and Lithograph Company in Cincinnati proclaimed: "We make the outside of your package as good as the inside." An advertisement for the C. J. Youse Company, a paper box manufacturer in Baltimore, asked confectioners: "Does your candy box really help your candy? First impressions are most important. Those who do not know the merits of your candy judge it first by the box." Historian Alec Davis dubbed this junction of industrialization, advertising, and consumers' increased purchasing power the "commercial revolution" and remarked that "the box and bag and bottle-makers were carried forward on a rising tide of success." He also claimed: "The more astute traders . . . were beginning to realize that a good-looking package could help to *sell* its contents as well as [protect] them."<sup>11</sup>

<sup>8</sup> *Wright's Directory of Milwaukee for 1910*, 1748; *Wright's Directory of Milwaukee for 1933* (Milwaukee: Wright Directory Company, 1933), 2722.

<sup>9</sup> Michael Krondl, *Sweet Invention: A History of Dessert* (Chicago: Chicago Review Press, 2011), 326–331; "Milwaukee Great Confectionery Center," *Civics and Commerce*, June 1917, 21.

<sup>10</sup> Krondl, *Sweet Invention: A History of Dessert*, 337–338.

<sup>11</sup> Advertisements in *Confectioners Journal* 48 (July 1922): 13, 36; Davis, *Package and Print*, 33–34.

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Carlson capitalized on these trends in the confectionery industry and adapted his company's products and marketing strategies to reflect this niche in the local paper box industry. To him, an attractive package implied a superior product, increased salability, and greater profits. Advertisements for the Milwaukee Paper Box Company read: "Complete line of fancy candy boxes in stock," and "candy packages of distinctive design." Although they are short descriptors, adjectives such as "fancy" and "distinctive" demonstrate Carlson's realization that the design of Milwaukee Paper Box Company's boxes helped his products—and, in turn, his customers' products—sell. To further promote the striking appearance of Milwaukee Paper Box products, advertisements for the company included illustrations of its signature decorative boxes. In comparison, advertisements for competitors simply list the products each company offered. For example, an advertisement for the A. George Schulz Company plainly reads: "Paper boxes for Clothiers; Dept. Stores; Milliners; Laundries; Cleaners and Dyers, etc." Similarly, an advertisement for the Molitor Box Company starkly lists its products offered: "Paper Boxes; Mailing Tubes; Mailing Cases."<sup>12</sup>

Carlson employed a staff of six artists to create such fancy and distinctive boxes for the Milwaukee Paper Box Company. This was an innovation that "raised the whole industry of box-making to a higher plane," as an article in the *Milwaukee Journal* commented. "Perhaps no other factory anywhere employ[ed] a single artist on its staff," according to the article, which further extolled the merit of decorative paper boxes: "Before it [artistry] was added, paper boxes were scarcely more than containers, cheap, strong, but ugly and commonplace. . . . Today, however, the paper box fills not only utilitarian needs but artistic ones. From a crude package it has come, in its most perfect form, to take a place with the most expensive products of the carver's art."<sup>13</sup>

The artists at the Milwaukee Paper Box Company went to great lengths to develop designs specific to their customers' needs, and if necessary, Carlson hired specialized artists, such as landscape or portrait painters, to complete a particular order. A *Milwaukee Journal* article relayed the story of a selective manufacturer that needed a design "in the ornate, frivolous manner of the light-hearted Louis XIV," that was to "be as delicate, artistic, and intriguing as the Pompadour's fan." Not intimidated by such a steep order, one of Carlson's artists "gleaned volumes dealing with that particular period" to design artwork for the discerning client, who was "delighted" by the rendering. According to the article, the Milwaukee Paper Box Company "was the only company that had been able to design the sort of box he wanted."<sup>14</sup>

The Milwaukee Paper Box Company gained a national and international reputation for its products, which included boxes for face powder, socks and hosiery, pipes, coffee, and cocoa, as well as candy boxes. In 1915, a Chinese firm ordered boxes from the company "because it was forced to meet the competition of the greatest English, French, and German companies. The class of patronage in Shanghai [was] so discriminating . . . that something better than the foreign grade of boxes . . . was

<sup>12</sup> *Wright's Directory of Milwaukee for 1915* (Milwaukee: Wright Directory Company, 1915), 138; *Wright's Directory of Milwaukee for 1920* (Milwaukee: Wright Directory Company, 1920), 53–54; "Brain Built Boxes" advertisement for the Milwaukee Paper Box Company in *Milwaukee* 1 (August 1921): 25.

<sup>13</sup> "Little Journeys to the Homes of Wisconsin Industries."

<sup>14</sup> *Ibid.*

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expected," claimed an article in the *Milwaukee Journal*. By 1920, boxes were being shipped across the globe to Canada, Cuba, the Hawaiian Islands, Europe, South America, and South Africa.<sup>15</sup>

In addition to the broad appeal of its decorative boxes, the Milwaukee Paper Box Company showed its innovation in merchandising by registering its commercial labels with the U.S. Patent Office. In 1920 alone, the company registered twenty-four labels, whereas its competitors had no such claims.<sup>16</sup>

It was not just the artist's rendering, printed and glued to the shell of a box, but it was also the design of the containers that set the Milwaukee Paper Box Company apart. The same *Milwaukee Journal* article that highlighted the company's artistic expertise spotlighted Carlson's affinity for engineering unique shapes for his company's products. The article called him "an engineer and an artist rolled in one," as well as a "practical idealist—a master craftsman." Several illustrations accompanied the commentary, including a heart-shaped box, an octagonal box, boxes with folding lids, and hinged boxes lined with silk. The article elaborated: "Each quality and kind of candy, in fact, has a distinctive box, in some subtle way expressive of its contents." Carlson's training in cabinetmaking served him well for drawing plans and designing assemblies for his company's exclusive boxes, and his ingenuity is reflected in the patents assigned to the Milwaukee Paper Box Company. These "brain built" products, as the company called them, included intricate folding cartons, prismatic containers, cylindrical tubes, and hinged candy boxes with nestling layers.<sup>17</sup>

Carlson's inventiveness reached beyond just that of designing boxes, though, and patents awarded to him also reflect his command of the industry's technical processes and his ingenuity for retail advertising. For example, Carlson designed a thumb-hole-cutting machine to puncture the sides of box lids so that they could be more easily gripped and removed. He also patented folding displays and dispensing devices to help in-store product merchandising.<sup>18</sup>

In addition to receiving several patents, Carlson showed his leadership as the president of the National Paper Box Manufacturers' Association. At an industry conference, Carlson received a standing ovation

<sup>15</sup> "Chinese Buy Candy Boxes in Milwaukee," *Milwaukee Journal*, September 25, 1915; "Little Journeys to the Homes of Wisconsin Industries."

<sup>16</sup> United States Patent Office, *Index of Patents Issued From the United States Patent Office, 1920* (Washington, D.C.: Government Printing Office, January 1, 1921): 734. Registering a commercial label or print with the U.S. Patent Office was a forerunner to copyrighting an artistic or literary work. According to a publication from the U.S. Copyright Office, "Commercial prints and labels were initially registered by the U.S. Patent Office. . . . Congress gave the Copyright Office responsibility for registering prints and labels in 1940." U.S. Copyright Office, "The Copyright Card Catalog and the Online Files of the Copyright Office," accessed July 19, 2013, <http://www.copyright.gov/circs/circ23.pdf>.

<sup>17</sup> "Little Journeys to the Homes of Wisconsin Industries"; United States Patent Office, Patent Number 998,746, dated July 25, 1911; United States Patent Office, Patent Number 1,104,344, dated July 21, 1914; United States Patent Office, Patent Number 48,363, dated January 4, 1916; United States Patent Office, Patent Number 1,328,935, dated January 27, 1920; United States Patent Office, Patent Number 1,813,659, dated September 17, 1928; United States Patent Office, Patent Number 1,792,572, dated February 17, 1931; United States Patent Office, Patent Number 1,813,659, dated July 7, 1931. Some of these were not specifically awarded to Carlson, but all were assigned to the Milwaukee Paper Box Company.

<sup>18</sup> United States Patent Office, Patent Number 1,117,321, dated November 17, 1914; United States Patent Office, Patent Number 1,298,453, dated March 25, 1919; United States Patent Office, Patent Number 1,670,797, dated May 22, 1928; United States Patent Office, Patent Number 1,734,031, dated November 5, 1929.

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as he spoke of the advancements a national association would bring to the paper box industry. As president of the paper box association, he also boosted the allied trades to which his company was so closely tied. In 1921, Milwaukee hosted the seventh annual convention of the Western Confectionery Salesmen's Association. At the event, Carlson spoke on "'Paper Boxes in Relation to the Candy Industry,' stressing the fact that an attractive box for candy is a very important factor in increasing sales." In the same spirit, Carlson led his fellow Milwaukee businessmen as the president of the Milwaukee Association of Commerce for 1921 and 1922.<sup>19</sup>

### An "Ideal" Factory

This recognition came on the heels of Carlson building a new factory for the Milwaukee Paper Box Company in 1920. Located at 712–770 South Pierce Street (later renumbered 1568 West Pierce Street and finally 1560 West Pierce Street), the company's new five-story, fireproof building was designed by local architects Schnetzky and Son. It was constructed into the hillside of the south bluff edging the Menomonee Valley. A railroad track ran next to north, valley-facing wall of the building, easily connecting a shipping dock to the extensive rail network below.<sup>20</sup>

It was considered an "ideal" facility, and dubbed "the most complete institution of its kind" by the local newspaper. The factory housed a variety of equipment that ran in perfect synchronization to ensure Milwaukee Paper Box Company's products achieved the quality its customers demanded. An article carried a description of the exactness the operation required:

The cardboard must be built to the right strength and weight by cutting rolls of different stock and pasting them together. The cardboard must be scored, cut and glued. The paper forming the cover must be printed, cut and pasted on the box. Engraving must be made of the illustrations. . . . For all these processes are required immense facilities, facilities for printing, embossing, die stamping, enamel stamping, engraving, multi-color printing. There must be cylinder presses, high speed automatic presses, platen presses, cutting and creasing presses. There must be immense quantities of paper and boards and cutting machines of tremendous power. For the boxes which are to contain candy, jewelry, perfumery, face powder, manicure sets or cosmetics, thousands of yard of ribbon are required, together with the most beautiful photographs procurable in the markets of the world.<sup>21</sup>

<sup>19</sup> "Central Association Meeting," *The Paper Box Maker* 27 (July 1919): 1, 25; "The Seventh Annual Convention Western Confectionery Salesmen's Association," *Confectioners Journal* 48 (January 1922): 114; Walter C. Carlson, "'Push Trade Harder in 1922 and You'll Win' Says Carlson," *Milwaukee Journal*, January 1, 1922.

<sup>20</sup> Milwaukee Building Permit 10858, December 23, 1918; Schnetzky and Son Architects, Drawings for Manufacturing Building for the Milwaukee Paper Box Company, n.d., City Records Center, Frank P. Zeidler Municipal Building, City of Milwaukee, Wisconsin. Handwritten updates on the building permit cards track construction progress for the new factory. Although the permit is dated December 1918, notes indicate that no work began until February 1920. An entry dated October 6, 1920, indicates the building was finished.

<sup>21</sup> "Little Journeys to the Homes of Wisconsin Industries."

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Carlson “spared no effort” in the thoughtful, scientific arrangement of his new factory. The *Milwaukee Sentinel* highlighted his ingenuity in planning the building’s operation: “All material will be raised to the top floor and will then go through the processes of manufacture on the way down, coming out as the perfected box container at the shipping room with a railroad siding right at the door.” The company’s trademark, “Brain Built Boxes,” reflected this technical acumen and its “Brain Built” logo was included in the designs for the building’s decorative parapets.<sup>22</sup>

An immense workforce was required to run all of these machines, adding a human factor to the “Brain Built” trademark. The new plant was expected to hold six hundred employees. In a time when labor struggles were rampant in Milwaukee, Carlson advocated for “clean, healthful surroundings for workers.” His new factory included separate men’s and women’s recreation rooms, which were housed in a “special wing” in the northeast corner of the building that provided “light and fresh air on three sides.” The rooms were outfitted with books and magazines, a phonograph, a player piano, and “comfortable chairs and couches where one may loll and chat away the lunch hour.” Apparently the building was also equipped with a hospital room, which was staffed by a trained nurse who was considered a “second mother to the hundreds of girls” who worked there.<sup>23</sup>

From early on, Carlson advocated for fair treatment of workers, encouraging members of the National Paper Box Manufacturers’ Association to “forget about the piece work scale of wages paid before the war and to meet new conditions with new wage scales.” Another hallmark of Carlson’s concern for his employees was extending life insurance benefits to them free of charge. Every employee who worked at the factory for six months was insured for \$500, which was increased to \$1,500 at the end of ten years. Additionally, employees were presented with service rings after five years. According to an article in the *Milwaukee Journal* in 1920, over one hundred employees had donned their service rings and many had been with the company since it was founded.<sup>24</sup>

Despite Carlson’s high hopes for the new factory, Milwaukee’s confectionery industry began to decline in the 1920s, and this trickled down into his own business. Alva H. Cook, publisher of the *Northwestern Confectioner*, wrote an article for the *Milwaukee Journal*’s annual review indicating that Milwaukee candy makers “experienced a rather unsatisfactory year in 1924.” He further explained the industry’s decline further and sounded a note of caution: “Over-production in the industry at large is without doubt the cause. During the boom days following the World War, plants were enlarged and hundreds entered the business in the belief that the field offered great opportunities. The result has been that there is an overcapacity in the candy industry today. There are too many manufacturers, too many jobbers and possibly not enough good retailers, so there must come a weeding out through survival of the fittest.”<sup>25</sup>

When Cook made those remarks in 1924, there were forty-four confectionery wholesalers and manufacturers in Milwaukee. The city ranked fourth nationally in candy production and the year’s output was valued at \$20,067,231. In the 1931 *Milwaukee Journal Annual Review*, Cook reported the industry’s continuing decline and noted a drop of 15.2 percent in candy sales regionally, with an

<sup>22</sup> “Made in Milwaukee, the City of Varied Industries—Latest Word in Plants for ‘Brain Built Boxes,’” *Milwaukee Sentinel*, March 15, 1920; Schnetzky and Son Architects, Drawings for the Milwaukee Paper Box Company.

<sup>23</sup> *Ibid.* Although the newspaper article claims there was a staff infirmary, no such room is designated on the architectural drawings.

<sup>24</sup> “Central Association Meeting”; “Little Journeys to the Homes of Wisconsin Industries.”

<sup>25</sup> Alva H. Cook, “Candy Big Item in City Output,” *Milwaukee Journal Annual Review*, December 31, 1924.

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average loss of 14.5 percent nationally. He predicted that Milwaukee's output for the following year would be around \$12,750,000, a drastic reduction compared to previous years.<sup>26</sup>

Despite losses in the confectionery industry, the Milwaukee Paper Box Company continued operating at 1560 West Pierce Street until 1938. During its thirty-three-year lifetime, the company gained national and international renown for its distinctive boxes after President Walter C. Carlson introduced artistry to a seemingly ordinary product. Backed by a team of artists, he elevated paper boxes from simple cardboard containers to masterpieces that helped boost sales of the products they held. Several of the company's original label designs were registered with the U.S. Patent Office, a precursor to copyrighting, to protect their innovative artwork. Carlson also possessed great technical expertise and patented several designs for uniquely shaped boxes, product dispensers, and machinery to aid in paper box manufacturing. From an early point in its history, the Milwaukee Paper Box Company was closely aligned with the local candy industry, which, at its peak, was ranked fourth in the nation. From 1910 until 1933, the company distinguished itself as a manufacturer of confectioners' boxes and was the only local firm recognized for such a specialization. The "brain built" facility at 1560 West Pierce Street stands as the final and largest factory that housed the Milwaukee Paper Box Company. Although the building has received alterations throughout the twentieth century, it is a reminder of Milwaukee's sweet industrial heritage.

<sup>26</sup> Ibid.; *Wright's Directory of Milwaukee for 1924* (Milwaukee: Wright Directory Company, 1924): 2418; Alva H. Cook, "Candy Trade Outlook Good," *Milwaukee Journal Annual Review*, December 31, 1931.



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Milwaukee Paper Box Company building plans. City Records Center, Frank P. Zeidler Municipal Building, Milwaukee.

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

### Milwaukee Paper Box Company

Name of Property

Milwaukee County, Wisconsin

County and State

N/A

Name of multiple listing (if applicable)

Section number   9   Page     2    

"Milwaukee Big Confectionery Center." *Civics and Commerce*, November 1916, 13.

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

<b>Milwaukee Paper Box Company</b>
Name of Property
<b>Milwaukee County, Wisconsin</b>
County and State
<b>N/A</b>
Name of multiple listing (if applicable)

Section number   9   Page     3    

### Newspapers

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**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photographs Page 1

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0001  
View to northeast showing (l-r) west and south facades.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0002  
View to northeast showing (l-r) west and south facades.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0003  
View to southeast showing (l-r) north wall and west facade.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0004  
View to northwest showing (l-r) south facade, attached garage, east wall, and northeast ell.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

**N/A**

Name of multiple listing (if applicable)

Photographs                      Page        2  

Name of Property:                      Milwaukee Paper Box Company  
City or Vicinity:                        Milwaukee  
County:                                      Milwaukee County  
State:                                        Wisconsin  
Name of Photographer:                Jessica Berglin  
Date of Photograph:                    May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0005

Detail of southwest corner showing (l-r) Sixteenth Street viaduct and descending Muskego Avenue. View to northeast.

Name of Property:                      Milwaukee Paper Box Company  
City or Vicinity:                        Milwaukee  
County:                                      Milwaukee County  
State:                                        Wisconsin  
Name of Photographer:                Jessica Berglin  
Date of Photograph:                    May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0006

Detail of northeast ell with first-floor loading dock. View to west.

Name of Property:                      Milwaukee Paper Box Company  
City or Vicinity:                        Milwaukee  
County:                                      Milwaukee County  
State:                                        Wisconsin  
Name of Photographer:                Jessica Berglin  
Date of Photograph:                    May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0007

Detail of (l-r) non-historic elevator shaft, historic fire escape, and historic elevator shaft on east wall. View to west.

Name of Property:                      Milwaukee Paper Box Company  
City or Vicinity:                        Milwaukee  
County:                                      Milwaukee County  
State:                                        Wisconsin  
Name of Photographer:                Jessica Berglin  
Date of Photograph:                    May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0008

Detail of garage doors. View to southwest.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

**N/A**

Name of multiple listing (if applicable)

Photographs Page 3

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0009  
South wall of garage. View to north.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0010  
Detail of limestone parapet with "Brain Built Boxes" logo. View to northeast.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0011  
Detail of entrance vestibule, showing raised first floor and elevator lobby in background. View to northeast.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0012  
View to northwest showing reinforced-concrete structure on first floor.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photographs Page 4

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0013

View to northeast showing loading dock on first floor. Historic windows remain on north wall in background.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0014

View to northwest showing reinforced-concrete structure and non-historic office in southern portion of second floor.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0015

View to southeast showing reinforced-concrete structure on second floor.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0016

Detail of northeast corner on second floor. View to northeast.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photographs Page 5

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0017  
Detail of historic door configuration. View to east.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0018  
View to south showing reinforced-concrete structure and historic windows on fourth floor.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0019  
Detail of historic windows on fourth floor. View to northwest.

Name of Property: Milwaukee Paper Box Company  
City or Vicinity: Milwaukee  
County: Milwaukee County  
State: Wisconsin  
Name of Photographer: Jessica Berglin  
Date of Photograph: May 2013

WI\_MilwaukeeCounty\_MilwaukeePaperBoxCompany\_0020  
Detail of historic stairwell. View to northeast.

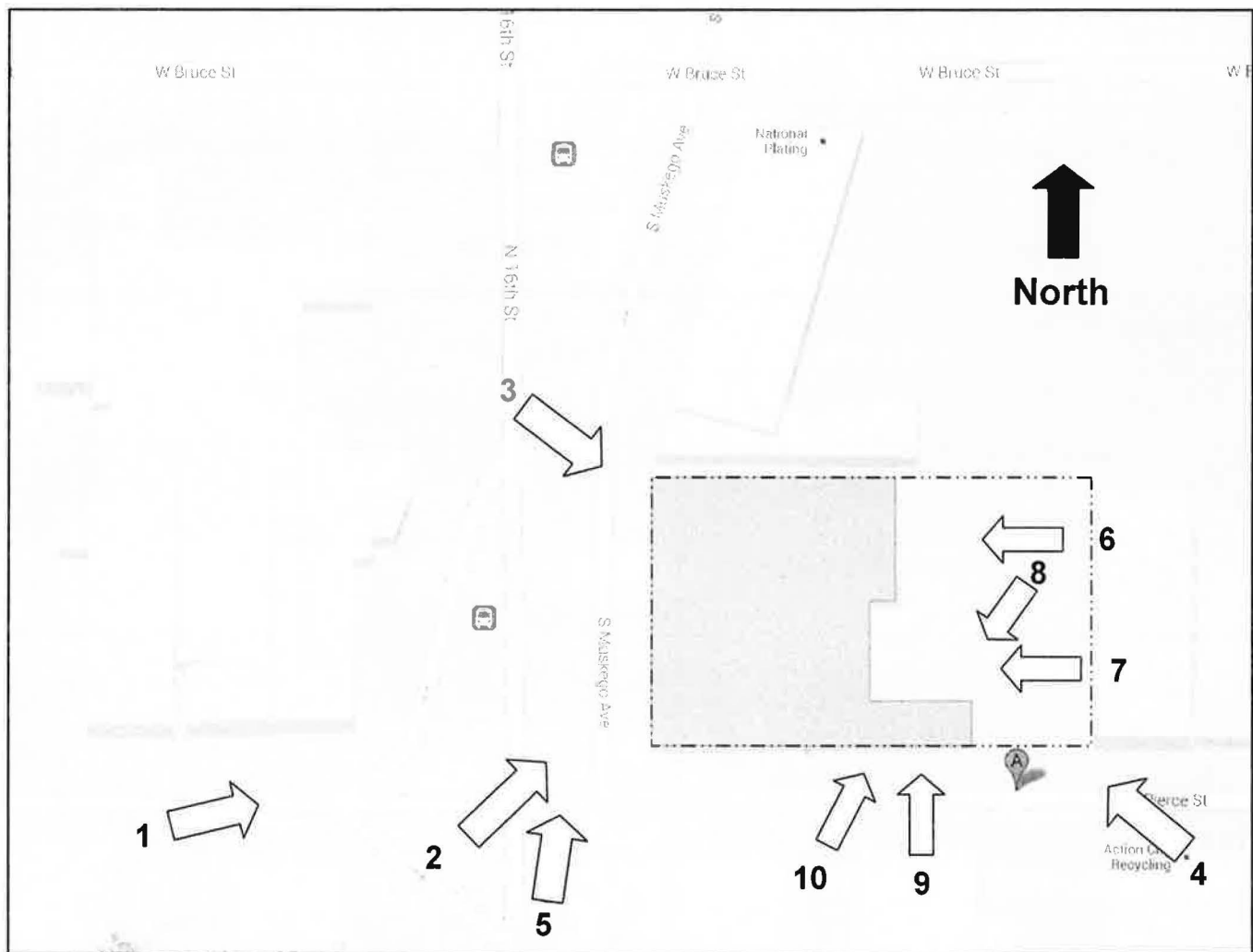



United States Department of the Interior  
National Park Service

### National Register of Historic Places Continuation Sheet

<b>Milwaukee Paper Box Company</b>
Name of Property
<b>Milwaukee County, Wisconsin</b>
County and State
<b>N/A</b>
Name of multiple listing (if applicable)

Photo Key Sketch Map Page 1



 Property Boundary

Drawing not to scale

<b>MILWAUKEE PAPER BOX COMPANY (Exterior)</b>
Milwaukee
Milwaukee County
Wisconsin
Photographer: Jessica Berglin
May 2013
Page 1 of 5

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

**Milwaukee Paper Box Company**

Name of Property

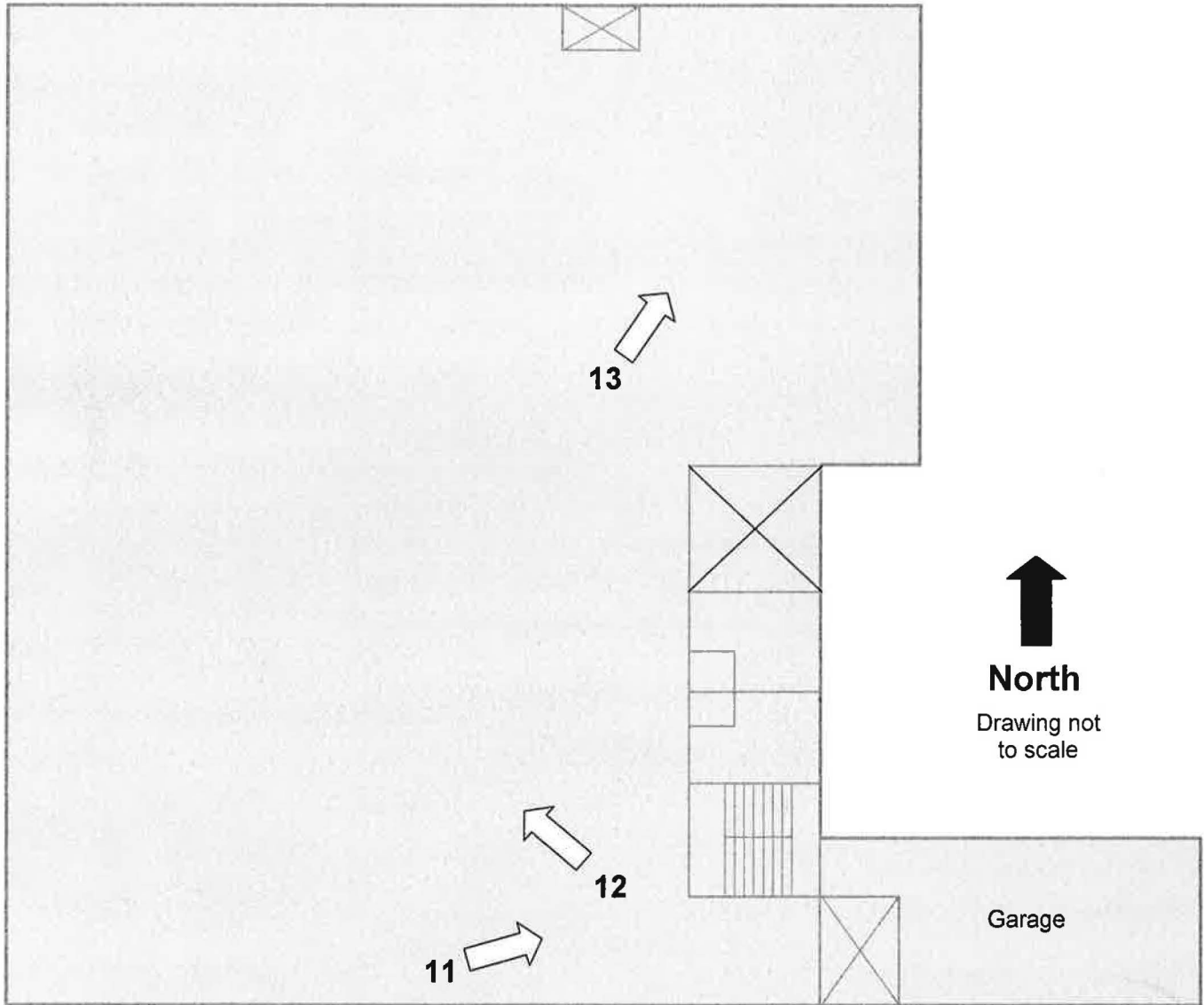
**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photo Key Sketch Map Page 2



West Pierce Street, south (front) facade

**MILWAUKEE PAPER BOX COMPANY (First Floor)**

Milwaukee

Milwaukee County

Wisconsin

Photographer: Jessica Berglin

May 2013

Page 2 of 5

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

**Milwaukee Paper Box Company**

Name of Property

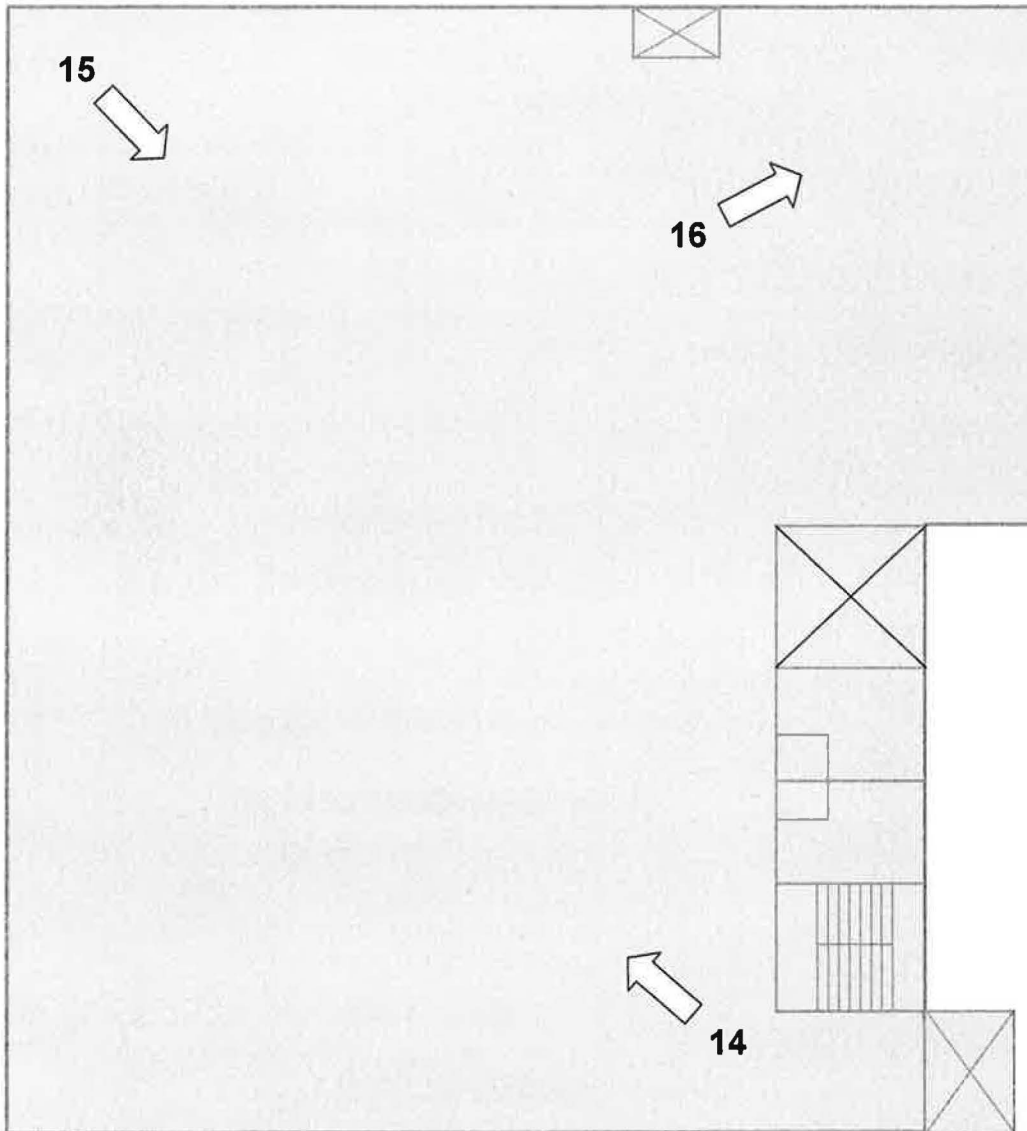
**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photo Key Sketch Map Page 3



**North**  
Drawing not  
to scale

West Pierce Street, south (front) facade

**MILWAUKEE PAPER BOX COMPANY (Second Floor)**

Milwaukee

Milwaukee County

Wisconsin

Photographer: Jessica Berglin

May 2013

Page 3 of 5

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

**Milwaukee Paper Box Company**

Name of Property

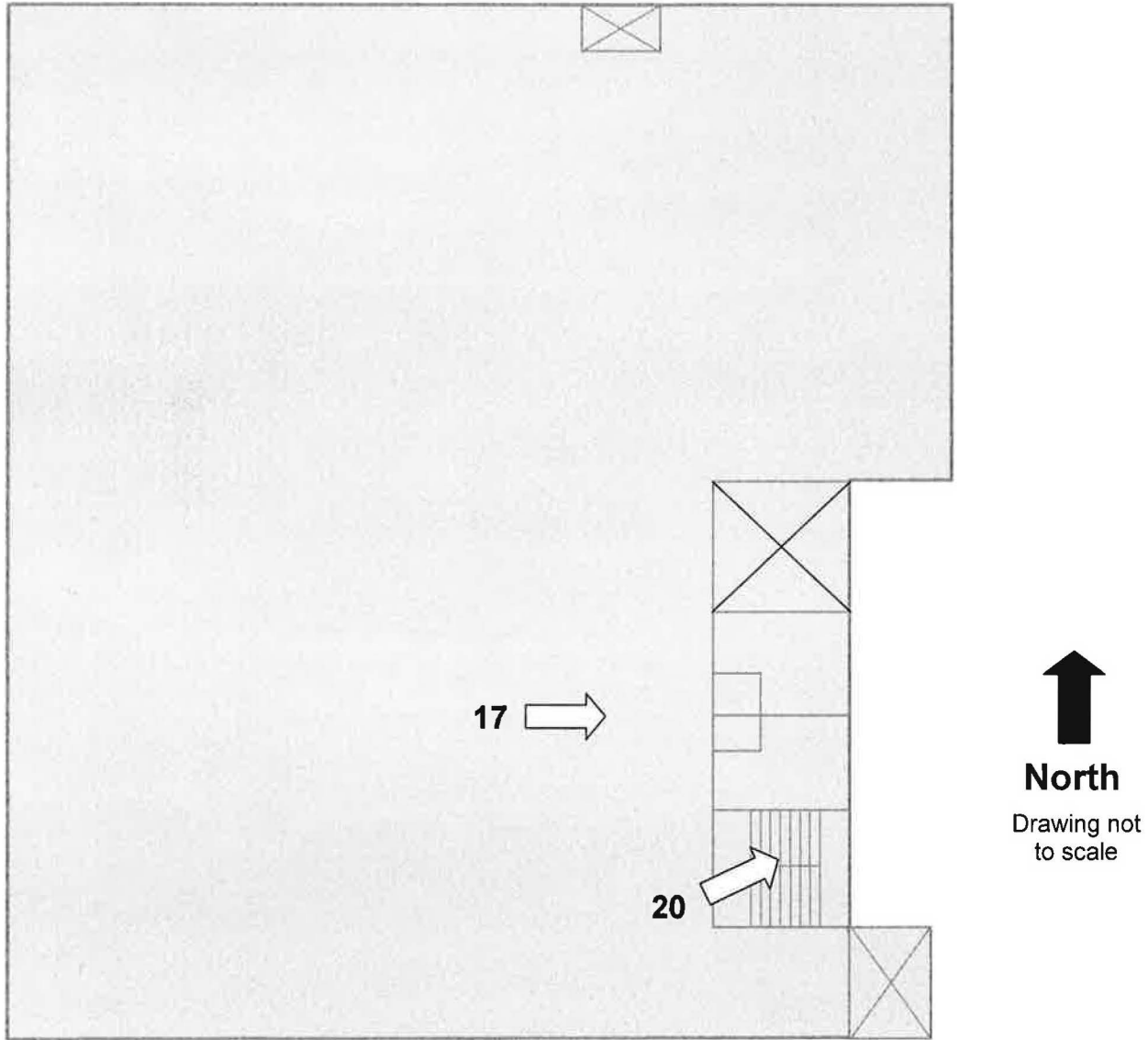
Milwaukee County, Wisconsin

County and State

N/A

Name of multiple listing (if applicable)

Photo Key Sketch Map Page 4



West Pierce Street, south (front) facade

**MILWAUKEE PAPER BOX COMPANY (Third Floor)**

Milwaukee

Milwaukee County

Wisconsin

Photographer: Jessica Berglin

May 2013

Page 4 of 5

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

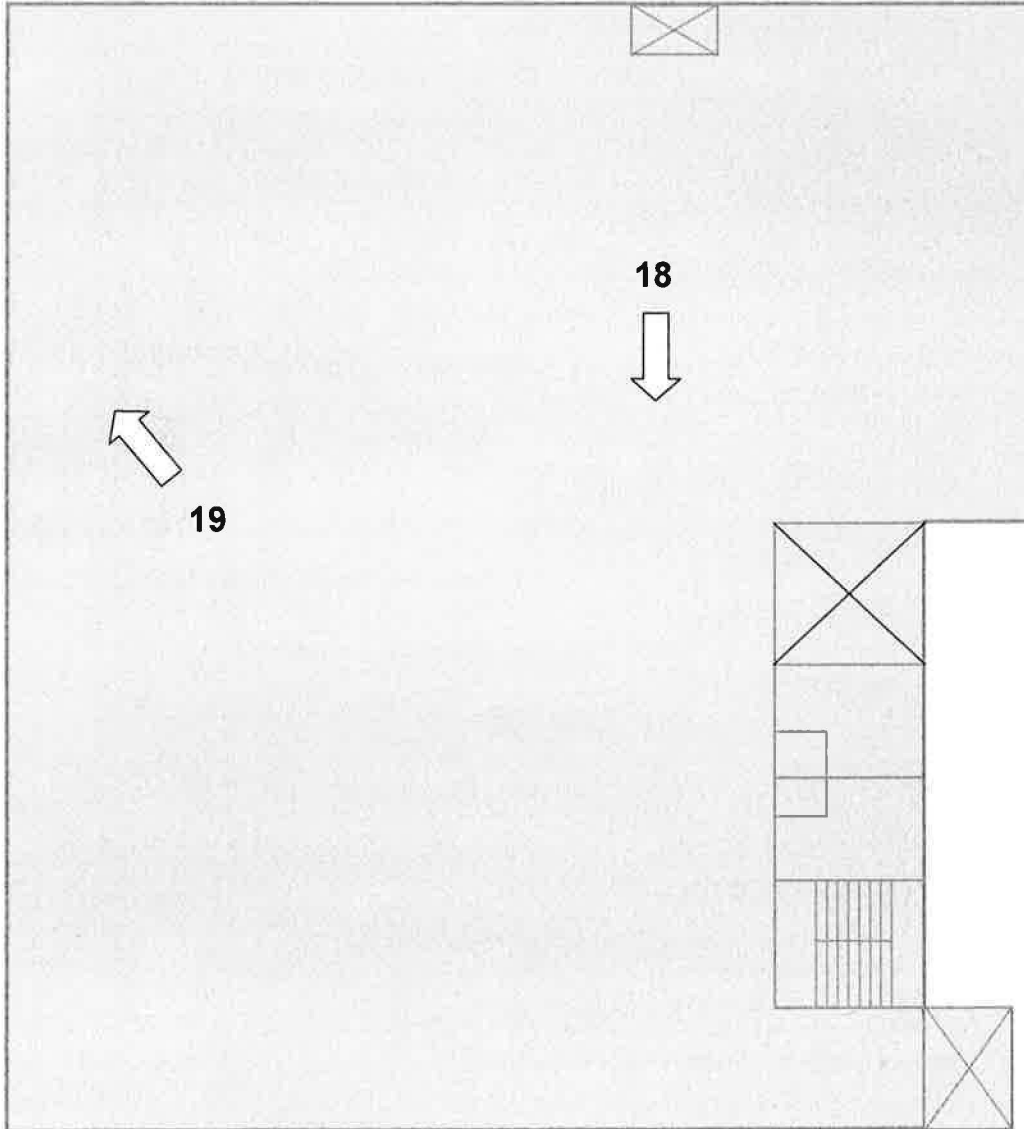
**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Photo Key Sketch Map Page 5



**North**  
Drawing not to scale

West Pierce Street, south (front) facade

**MILWAUKEE PAPER BOX COMPANY (Fourth Floor)**

Milwaukee

Milwaukee County

Wisconsin

Photographer: Jessica Berglin

May 2013

Page 5 of 5

United States Department of the Interior  
National Park Service

**National Register of Historic Places  
Continuation Sheet**

**Milwaukee Paper Box Company**

Name of Property

**Milwaukee County, Wisconsin**

County and State

N/A

Name of multiple listing (if applicable)

Additional Information Page 1

INDEX OF FIGURES

**Figure 1.** Advertisement for Milwaukee Paper Box Company in *Mississippi Valley Magazine*, December 1920. (Available as a Google book.)

**THE MOST COMPLETE  
PAPER BOX PLANT  
IN THE WORLD**

**HOME OF BRAIN BUILT  
BOXES**

**FIVE STORIES OF EFFICIENCY  
PLUS**



**OUR SPECIALTIES**

Candy Packages of Distinctive Design — Display Cases — Cards — Folding Cartons — Original Design Box Wrappers — Mailing Tubes — Round or Square Moisture Proof Fibre Cans.

Large or Small Boxes for Every Purpose.  
Your Inquiries Solicited

**Milwaukee Paper Box Company**  
W. C. CARLSON, Pres. and Treas.  
South Pierce Street at Eleventh Avenue  
MILWAUKEE, WISCONSIN



**Figure 1.**

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

## Milwaukee Paper Box Company

Name of Property

Milwaukee County, Wisconsin

County and State

N/A

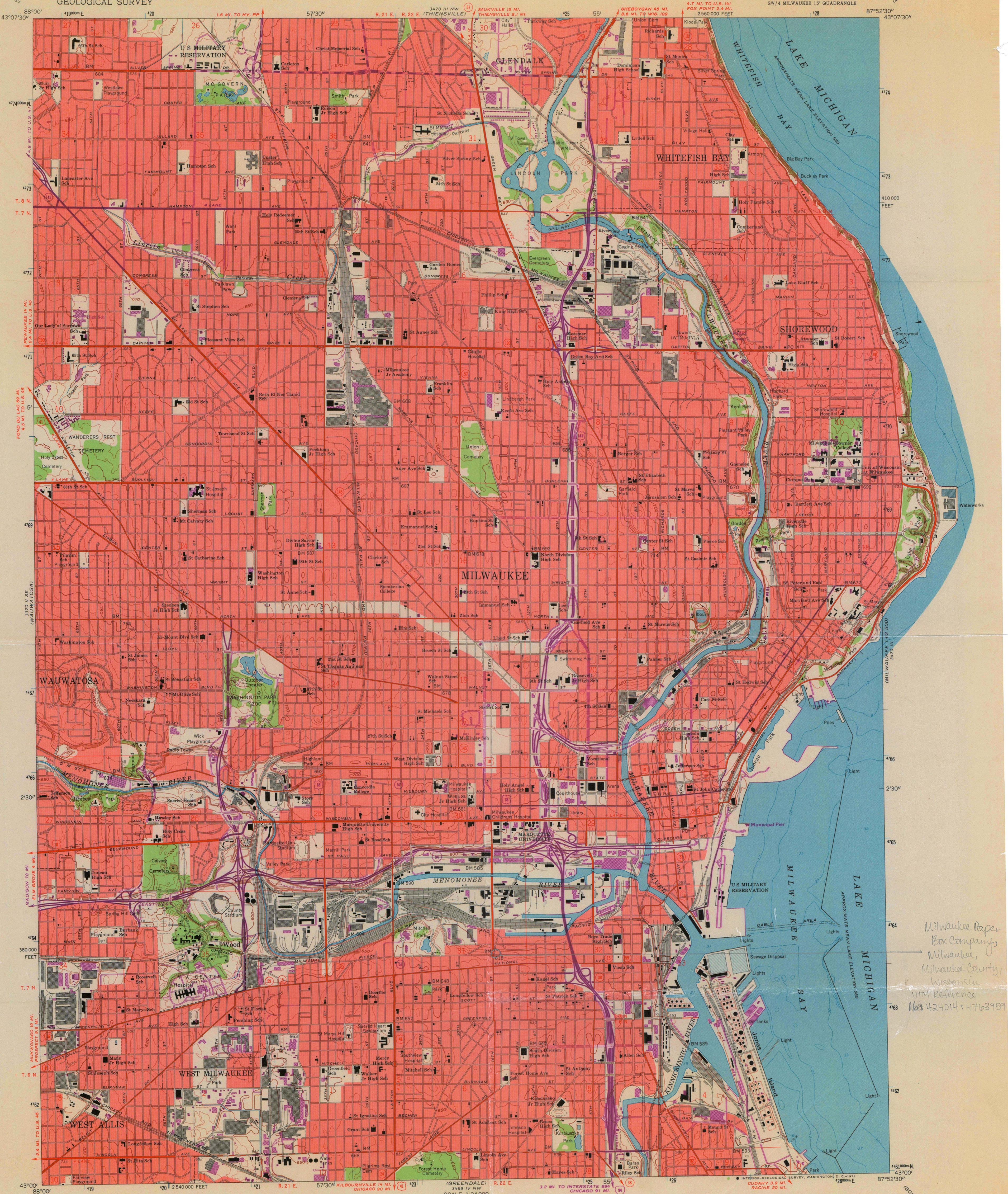
Name of multiple listing (if applicable)

Additional Information Page 2

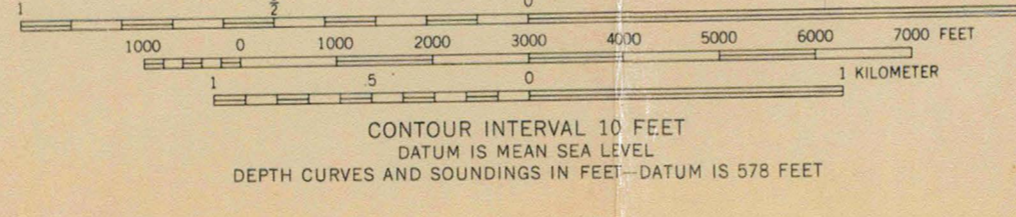
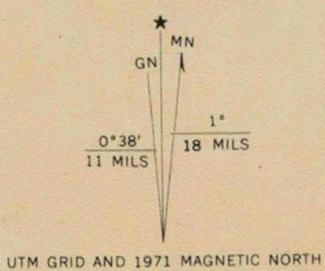
Figure 2. Advertisement for Milwaukee Paper Box Company in *Milwaukee*, August 1921. (Available as a Google book.)



Figure 2



Mapped, edited, and published by the Geological Survey  
Control by USGS, USC&GS, and City of Milwaukee  
Topography from aerial photographs by photogrammetric methods  
Aerial photographs taken 1954-1955. Field check 1958  
Hydrography compiled from U.S. Lake Survey charts 74  
and 743 (1957)  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Wisconsin coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks,  
zone 16, shown in blue  
Red tint indicates areas in which only landmark buildings are shown  
Revisions shown in purple compiled from aerial photographs  
taken 1971. This information not field checked



MAR 04 2005

ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt

U.S. Route State Route Interstate Route

MILWAUKEE, WIS.  
SW/4 MILWAUKEE 15' QUADRANGLE  
N 4300—W 8752.5/7.5

1971 COPY 1-1

Milwaukee Paper  
Box Company,  
Milwaukee,  
Milwaukee County,  
Wisconsin  
UTM Reference  
16S 424014 : 4763959

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, WASHINGTON, D. C. 20242  
AND BY THE WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ARTHUR H. ROBINSON MAP LIBRARY  
University of Wisconsin-Madison

1958  
PHOTOREVISED 1971  
AMS 3470 III SW—SERIES V861







BRICK BUILDING

NO TURN ON RED

Pierce

Cesar E. Chavez

W. H.





A large, multi-story industrial building with a complex facade. The left side is dark brick with many windows. The central section is taller and made of lighter-colored brick with horizontal concrete bands. The right side is a lighter, weathered brick with large windows. A black metal fire escape is attached to the central section. The ground floor is a dark brick structure with a few windows. A chain-link fence runs along the base of the building on the right side.

A silver sedan, a dark sedan, and a red Toyota pickup truck with a white roof rack are parked along the curb of the street. The Toyota truck has 'TOYOTA' written on its rear.

A white rectangular sign with a red circle and a diagonal slash, indicating a 'No Parking' zone.

A white rectangular sign with a black 'P' symbol, indicating a parking area.



Pierce

Mus

NO  
TURN  
ON RED

EASTMAN BUSINESS CO.

STREET SIGN



EXCEL  
DISPOSAL  
414-365-1888

NO PARKING

EXCEL  
DISPOSAL



EXCEL  
DISPOSAL  
414-365-1500









Brain Built  
Bergers & Co.



USE OTHER DOOR

NOTICE  
This Door Must Be  
Closed  
EMPLOYEES  
USE REAR EXIT

STUDENT

ECONOMY  
BUILDING

NO OPEN FLAMES  
OR CIGARETTES  
OR MATCHES  
ALLOWED

1111















EXIT

EXIT

LADDER







UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Milwaukee Paper Box Company

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Milwaukee

DATE RECEIVED: 11/01/13      DATE OF PENDING LIST: 11/25/13  
DATE OF 16TH DAY: 12/10/13      DATE OF 45TH DAY: 12/18/13  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000956

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT       RETURN       REJECT      12.18.13 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in  
The National Register  
of  
Historic Places

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



**TO:** Keeper  
National Register of Historic Places

**FROM:** Daina Penkiunas

**SUBJECT:** National Register Nomination

The following materials are submitted on this 30th day of September 2013,  
for nomination of the Milwaukee Paper Box Company to the National Register of  
Historic Places:

- 1 Original National Register of Historic Places nomination form
- Multiple Property Nomination form
- 1 CD with electronic images
- 20 Photograph(s)
- 1 Original USGS/NOAA map(s)
- 7 Sketch map(s)/figure(s)/exhibit(s)
- 1 Piece(s) of correspondence
- Other \_\_\_\_\_

**COMMENTS:**

- Please insure that this nomination is reviewed
- X   This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do \_\_\_\_\_ do not \_\_\_\_\_
- constitute a majority of property owners.
- Other: \_\_\_\_\_



RECEIVED  
JUL 11 2013  
DIV HIST PRES

Office of the City Clerk

Jim Owczarski  
City Clerk

Rebecca N. Grill  
Deputy City Clerk

July 8, 2013

Ms. Daina Penkiunas  
Deputy State Historic Preservation Officer  
National Register Coordinator  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706-1488

Dear Ms. Penkiunas:

RE: CLG Review of the National Register Nomination  
of the Milwaukee Paper Box Company

In accordance with the provisions of the Certified Local Government Agreement between the City of Milwaukee and Wisconsin State Historic Preservation Office, the Milwaukee Historic Preservation Commission reviewed the National Register nomination of the Milwaukee Paper Box Company located at 1560 West Pierce Street. In voting to support the nomination on July 8, 2013, the Commission determined that the property is an excellent example of a well-designed industrial building from the prominent architectural firm Schnetzky and Son. The preservation and restoration of this building will preserve the story of a forgotten industry in Milwaukee and how it helped to sell the confections that made Milwaukee one of the candy-making centers of the country. It appears to meet the Statement of Significance as outlined in the application.

If you need additional information or have any questions, please feel free to contact Carlen Hatala of the Historic Preservation Commission staff at (414) 286-5722.

Sincerely,

Matt Jarosz, Chair  
Milwaukee Historic Preservation Commission

